

Client Motor Accident Commission
Project Pedestrian Safety 4 x 30
Title Out of nowhere
Writer Patrick O'Reilly
Date 29/3/18

Campaign: Taken Out - Motor Accident Commission (Pedestrian Safety)

Synopsis: With the use of sound engineering and the element of surprise these spots remind listeners of the unpredictable nature of pedestrians.

Idea: Out of nowhere.

OUT OF NOWHERE (MASTER)

Man: Pedestrians can be pretty random.

SFX: Car starts and begins driving.

Girl: (*Running*) I might suddenly chase my ball onto the road.

Drunk Man: (*Stumbling*) I might stumble out of the pub and onto the street.

Elderly Woman: (*In the distance*) I might be moving slower than you think.

SFX: Car driving 60km/h.

Man: So when you're at the wheel be aware of surroundings, look for pedestrians...

(*Closer, the audio gets louder*) ...and be ready to stop! (scared as if car is coming)

SFX: Brakes slammed on, tyres screeching.

Pause

Man: Watch out, before you take out, a pedestrian. (straight)

A message from the Motor Accident Commission

...and the Government of South Australia.

OUT OF NOWHERE (CHILDREN)

Boy: You never know where a kid pedestrian might appear from.

SFX: Car starts and begins driving.

Boy: (*Between cars*) I could run out from between two parked cars.

Girl: (*Running*) Or suddenly chase my ball onto the road.

Girl: (*In the distance*) And coz' we're small, you might not see us, until it's too late.

SFX: Car driving 60km/h.

Boy: So when you're near schools and playgrounds make sure you're looking...

(*Closer, the audio gets louder*) ...and be ready to stop! (scared as if car is coming)

SFX: Brakes slammed on, tyres screeching.

Pause

Boy: Watch out, before you take out, a pedestrian. (straight)

A message from the Motor Accident Commission

...and the Government of South Australia.

OUT OF NOWHERE (ELDERLY)

Elderly Woman: Elderly pedestrians move slower than they used to.

SFX: Car starts and begins driving.

Elderly Woman: *(In the distance)* That means even if I'm crossing here.

Elderly Man: *(Close up)* I could still be on the road by the time you get to me.

Elderly Man: *(In the distance)* And because we don't bounce back, getting hit - hurts.

SFX: Car driving indicator, carpark speeds.

Elderly Woman: So when you're in carparks or near crossings be aware...

(Closer, the audio gets louder) ...and be ready to stop! (scared as if car is coming)

SFX: Brakes slammed on, tyres screeching.

Pause

Elderly Woman: Watch out, before you take out, a pedestrian. (straight)

A message from the Motor Accident Commission

...and the Government of South Australia.

OUT OF NOWHERE (DRINKERS)

Drunk Man: A drunk pedestrian isn't looking out for cars.

SFX: Car starts and begins driving.

Drunk Man: *(Sound from left speaker)* I'm here mucking around with the lads.

Drunk Woman: *(Stumbling)* Or stepping out of the club - right onto the street.

Drunk Woman: *(Stumbling)* And because we're drunk, we're unpredictable.

SFX: Trip and fall, phone drops.

Drunk Man: So when you're in the city at night near pubs and clubs, be on the lookout.

(Closer, the audio gets louder) ...and be ready to stop! (scared as if car is coming)

SFX: Brakes slammed on, tyres screeching.

Pause

Drunk Man: Watch out, before you take out, a pedestrian. (straight)

A message from the Motor Accident Commission

...and the Government of South Australia.